002290 2E5E0960

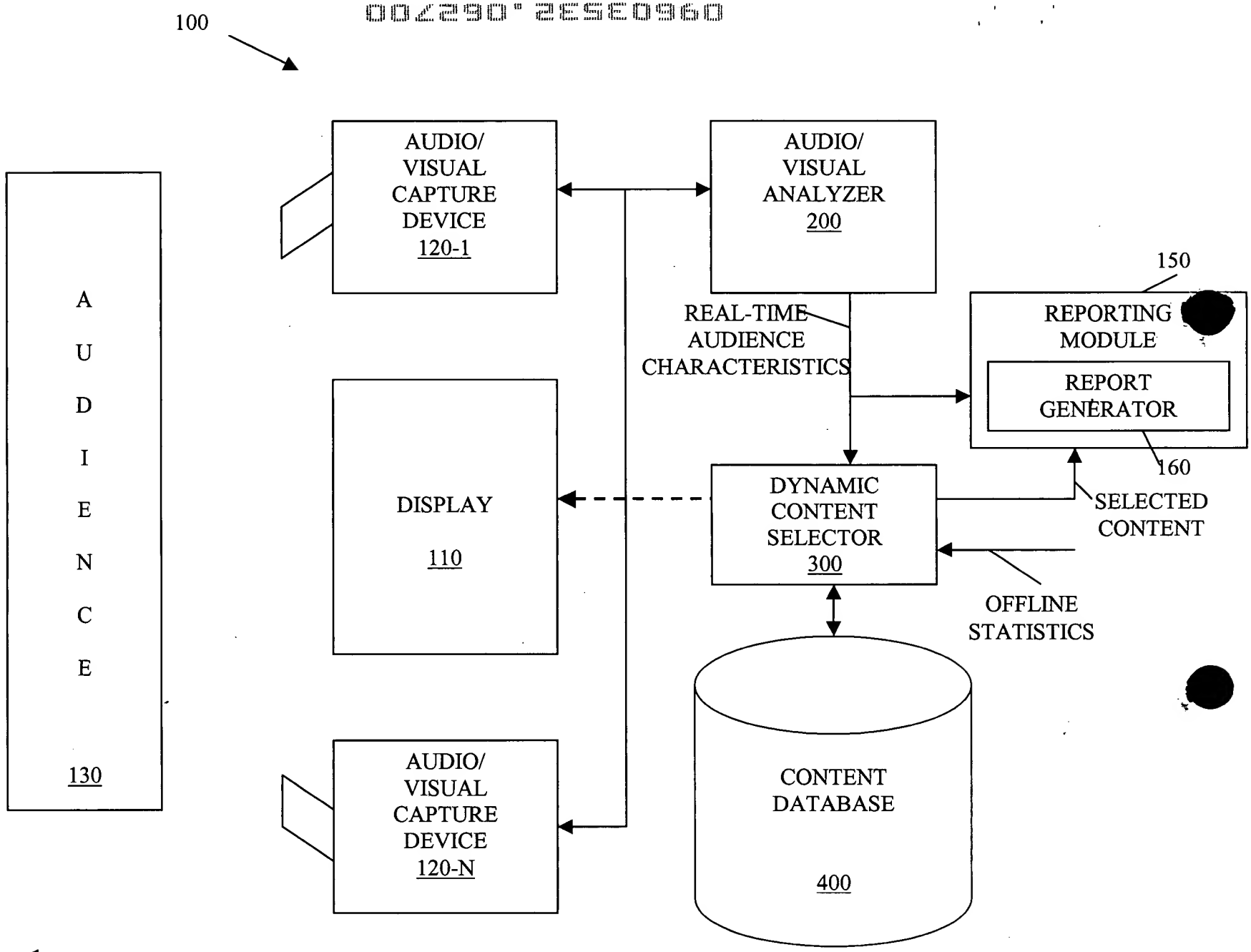

FIG. 1

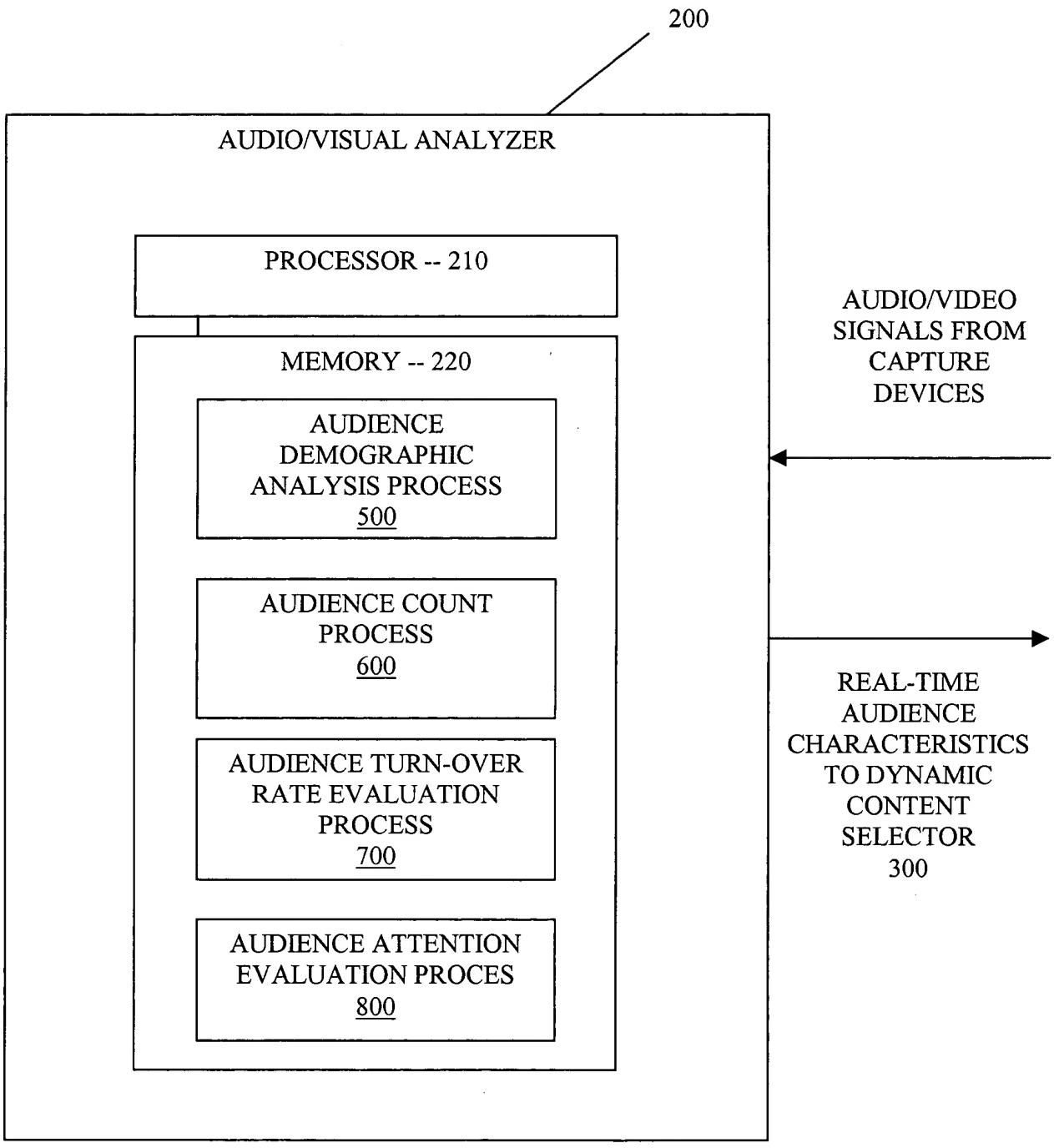
200
AUDIO/VISUAL ANALYZER
PROCESSOR -- 210
MEMORY -- 220
AUDIENCE DEMOGRAPHIC ANALYSIS PROCESS 500
AUDIENCE COUNT PROCESS 600
AUDIENCE TURN-OVER RATE EVALUATION PROCESS 700
AUDIENCE ATTENTION EVALUATION PROCES 800
AUDIO/VIDEO SIGNALS FROM CAPTURE DEVICES
REAL-TIME AUDIENCE CHARACTERISTICS TO DYNAMIC CONTENT SELECTOR 300

FIG. 2

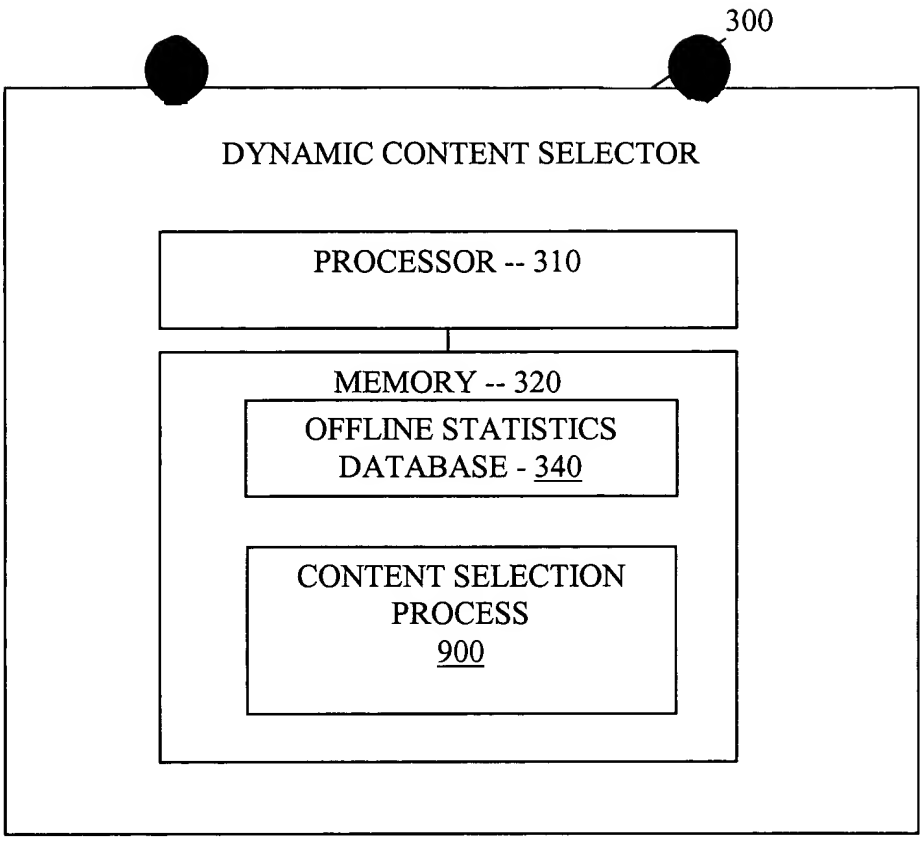

FIG. 3

CONTENT DATABASE -- 400

	CONTENT IDENTIFIER 430	BRIEF DESCRIPTION 440	TARGET AUDIENCE 450	LENGTH 460
405	AD1	CANADIAN TOURISM BOARD AD	CANADIAN TOURISTS	5 MINUTES
410	NEWS2	SPORTS UPDATE	MEN	30 MINUTES
415	AD6	RESTAURANT ADVERTISEMENT	GENERAL	30 SECONDS
....				
420	AD5	TOY STORE AD	CHILDREN	1 MINUTE

FIG. 4

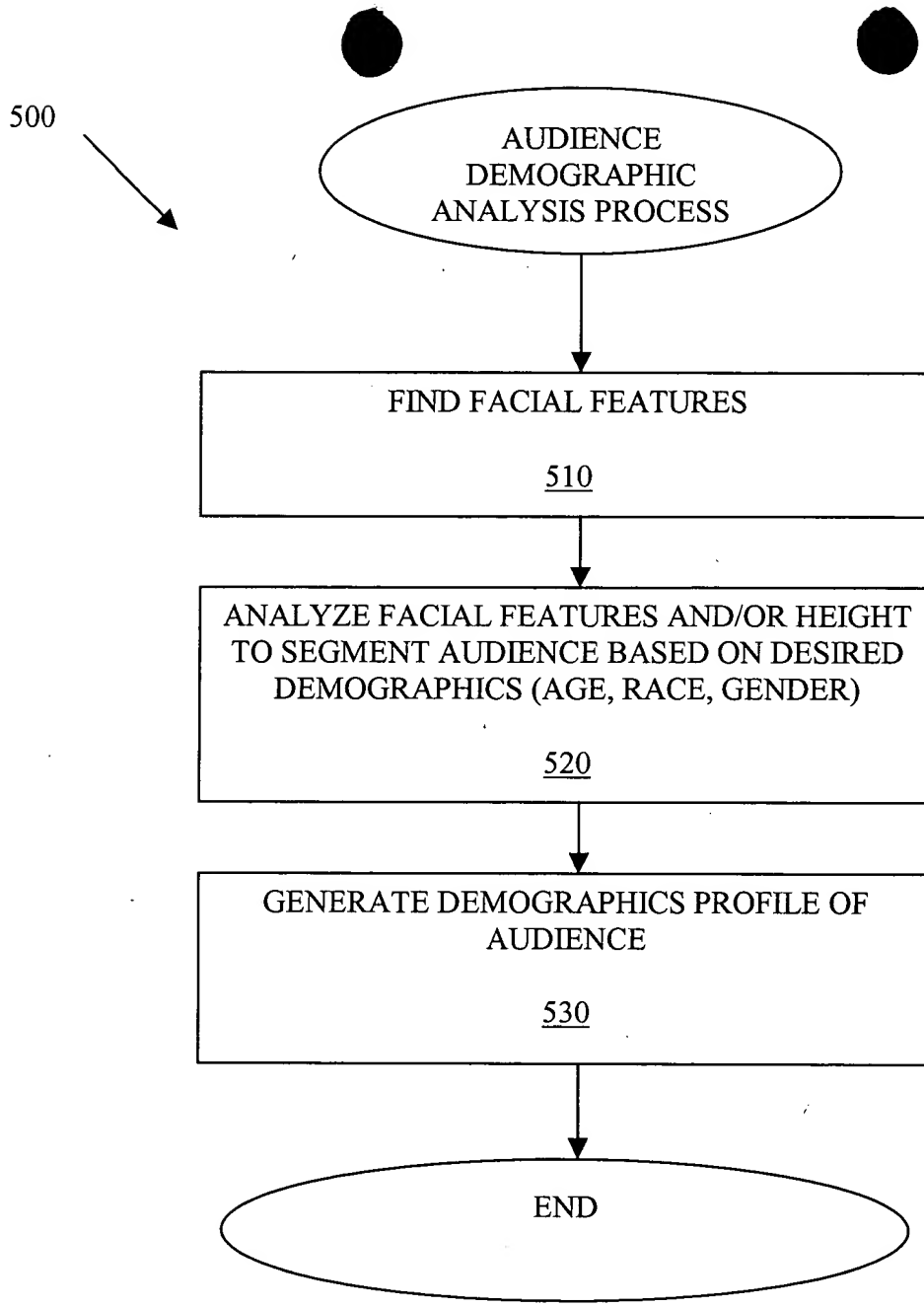
500
AUDIENCE DEMOGRAPHIC ANALYSIS PROCESS
FIND FACIAL FEATURES
510
ANALYZE FACIAL FEATURES AND/OR HEIGHT TO SEGMENT AUDIENCE BASED ON DESIRED DEMOGRAPHICS (AGE, RACE, GENDER)
520
GENERATE DEMOGRAPHICS PROFILE OF AUDIENCE
530
END

FIG. 5

09/752,950

600

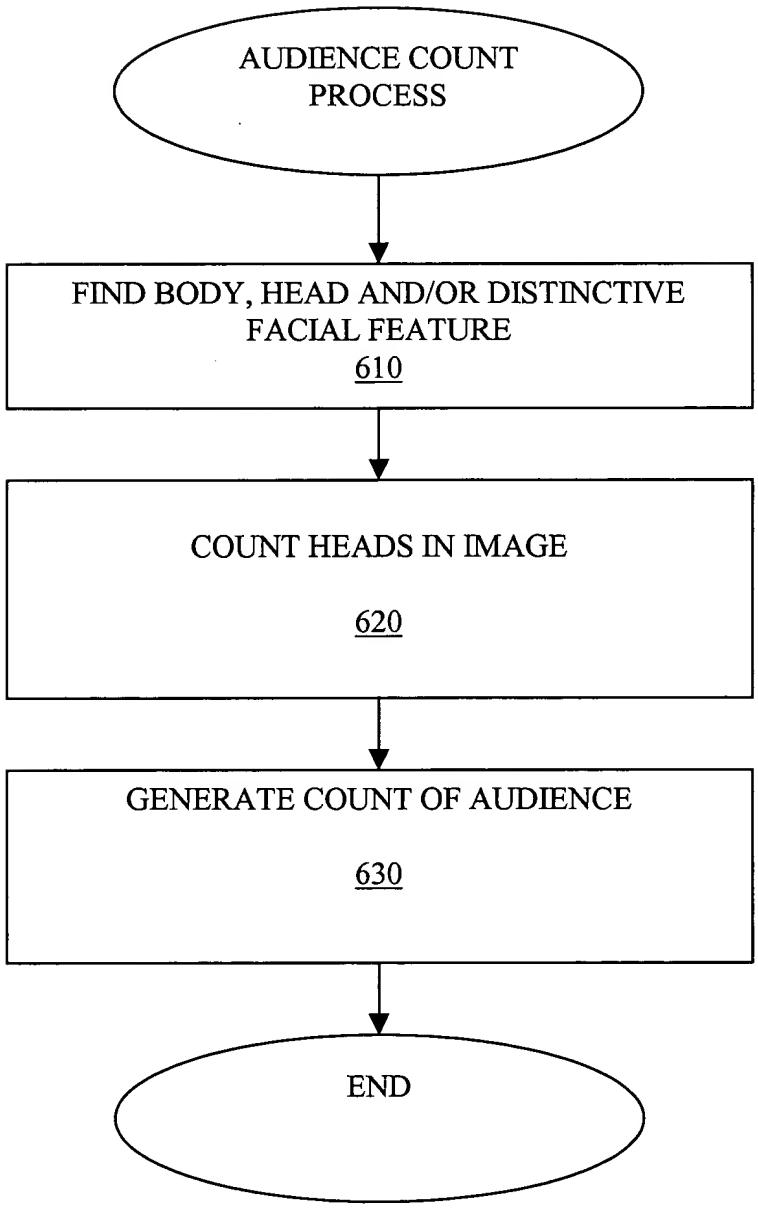

FIG. 6

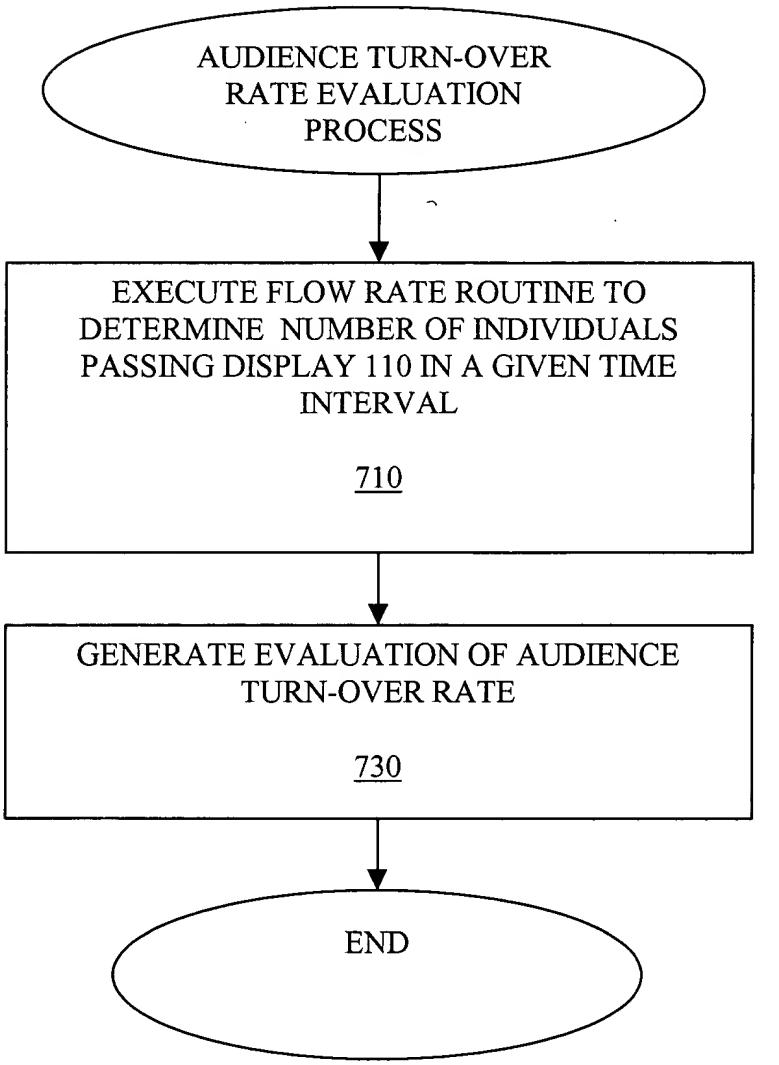
700
AUDIENCE TURN-OVER RATE EVALUATION PROCESS
EXECUTE FLOW RATE ROUTINE TO DETERMINE NUMBER OF INDIVIDUALS PASSING DISPLAY 110 IN A GIVEN TIME INTERVAL
710
GENERATE EVALUATION OF AUDIENCE TURN-OVER RATE
730
END

FIG. 7

DOCKET.ALARM

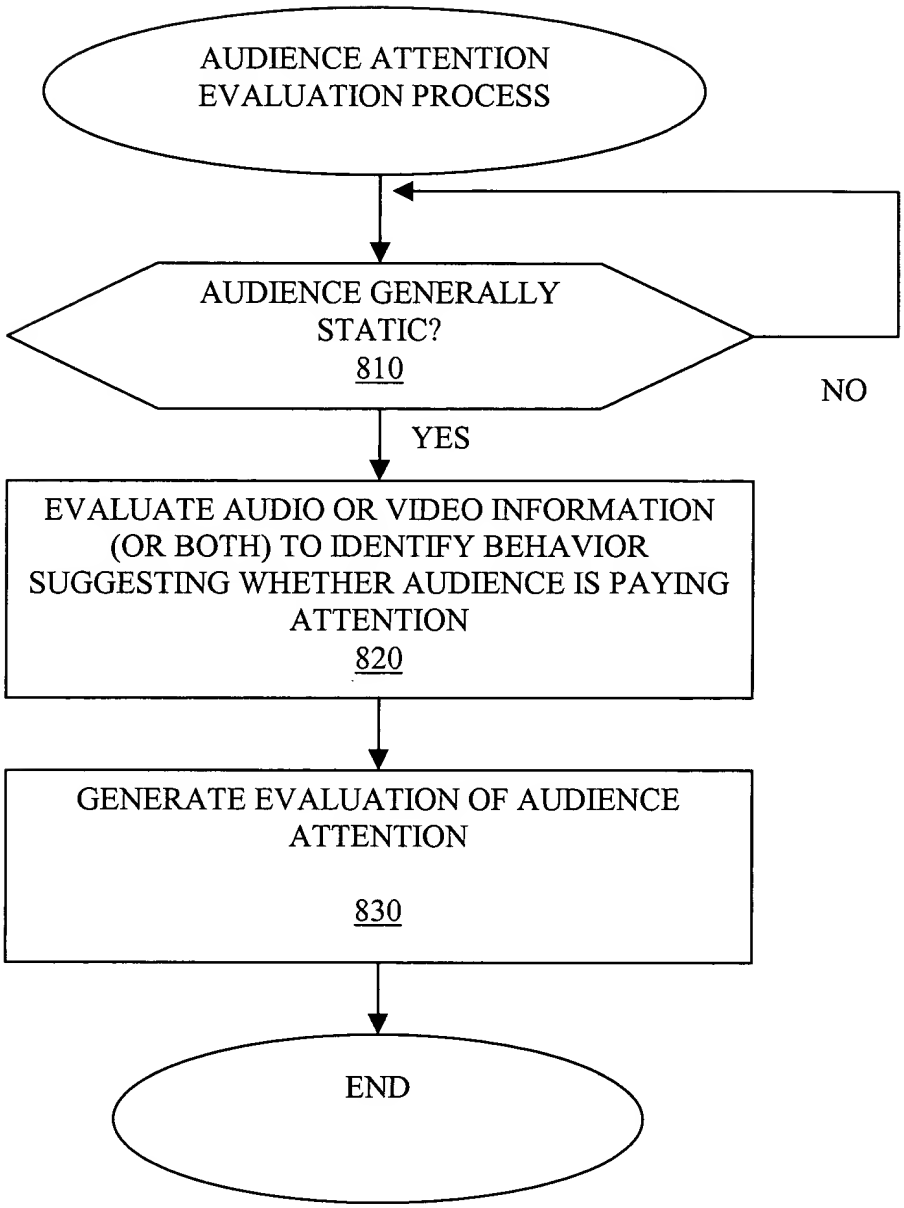

FIG. 8

DOCKET NO. 95-0950

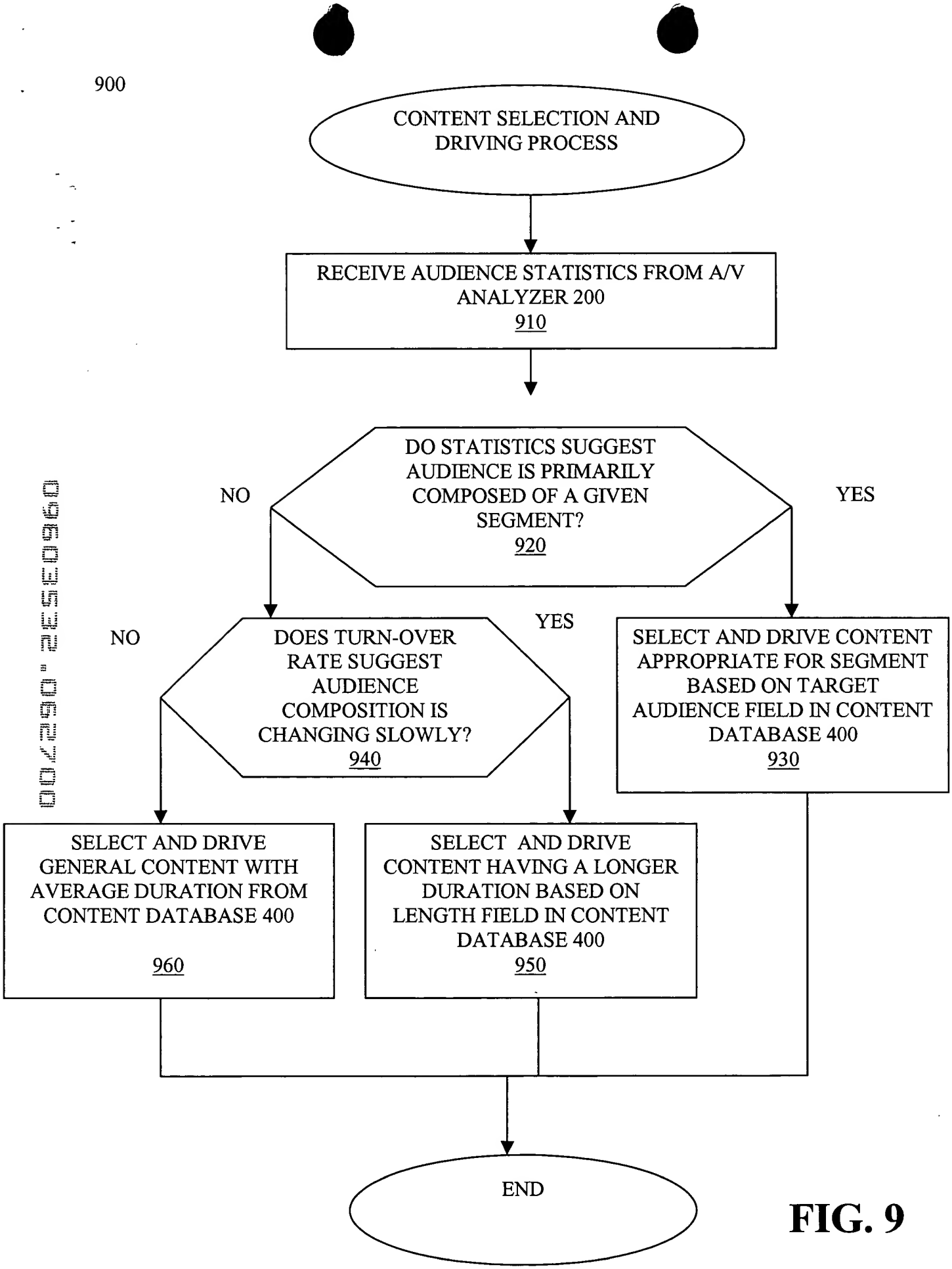

FIG. 9

CONTENT EVALUATION REPORT - 1000

Content: AD1

Content Provider: Canadian Tourism Board

		1051	1052	1053
		0 to T	T to 2T	2T to 3T
1005	Number of People in Audience	40		
1006	Number of People Arriving During Presentation	10		
1007	Number of People Leaving During Presentation	5		
1008	Turnover Rate			
1009	Percentage Male/Female			
1010	Percentage Adult/Children			
1011	Percentage Facing Display			
1012	Percentage Changing Facial Expression			
1013	Percentage Changing Body Posture			

FIG. 10